

# **City of Kirkland**

## **Waverly Beach Park Renovation**

### **COMMUNICATIONS PLAN**



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## Waverly Beach Park Renovation: Project Outline

Beginning in 2013, the City of Kirkland will be developing and implementing a renovation plan for Waverly Beach Park.

Waverly Beach Park is one of Kirkland, Washington's oldest park facilities, with history dating back to the 1930's when it was then known as City Park. On the shores of Lake Washington, Waverly Beach is a popular destination for Kirkland residents and features a swimming beach, pier, playground, picnicking amenities, restroom, and parking. Fishing and non-motorized boating are popular year-round activities in the park.

Improvements to the park have occurred intermittently over the past several decades. However, a comprehensive assessment and plan to renovate and improve the park for functionality, safety, environmental sustainability, and attractiveness has not occurred.

The project involves two phases. The first phase will be to develop a long-term renovation plan for the park, which will be reviewed by the Park Board. The second phase will be to implement the first phase of the renovation plan within the allocated project budget.

## Purpose of Communications Plan

This **Communications Plan** is intended to outline the methods in which the City will communicate the purpose of the project, opportunities for public involvement, and results of public engagement. It also identifies communications objectives and key stakeholders (target audiences) intended to receive information about the project. This Communications Plan is intended to support the goals of the City to educate the public, communicate with them, and encourage their participation.

### *Education*

- To explain the requirements of relevant codes and regulations, such as the Shoreline Management Act.
- To provide objective information to assist stakeholders in understanding issues and solutions.
- To encourage involvement in developing a renovation plan.
- To explain the process of the renovation plan.
- To inform interested stakeholders of the progress, status, and key policy discussions throughout the project, including during construction.

### *Communications*

- To inform elected and appointed officials and city staff through continual communications about the purpose, scope, and objectives of the project.
- To provide two-way communication as much as possible.

- To be mindful that communications need to be simplified as park planning can be a complex topic and to use non-technical language and simple graphics to explain the technical aspects of the project.
- To establish internal review of content that will result in timely and accurate release of information.
- To acknowledge the input on issues and concerns received from stakeholders and participants during the project.

### *Participation*

- To encourage public participation in the project.
- To build trust by providing timely and accurate information.
- To ensure all public meetings are held in facilities that are accessible to people with disabilities.

## **What are the Most Important Messages We Will Convey?**

### **Key Messages**

- Waverly Beach is one of Kirkland's oldest parks and is seen as a community treasure.
- Waverly Beach has not had a significant renovation in some time and there are a number of upgrades and improvements that are necessary.
- A Renovation Plan will be developed which will identify both short and long term renovation priorities for the park.
- This is a priority project funded by the 2012 Kirkland Parks Levy.
- To the degree possible park construction will occur during non-summer months to minimize disruption to park users.
- Public participation is vital to Kirkland's park planning.

## With Whom Will We Communicate?

### Key Stakeholders

The City will strive to use multiple means of communications to educate, communicate, and encourage participation in the project and will seek out the following key stakeholders:

#### City of Kirkland Officials and Organizations

- Kirkland City Council
- Advisory Boards
  - Kirkland Park Board
  - Kirkland Cultural Arts Commission

#### Neighborhood Leadership

- Market Neighborhood Association
- Kirkland Alliance of Neighborhoods

#### Non-profit and Community Agencies

- Kirkland Heritage Society
- Eastside Audubon Society
- Green Kirkland Partnership

#### Internal Stakeholders

- City Parks staff (particularly maintenance and aquatics)
- City Public Works staff (particularly Sewer Division)

## How Will We Ensure Effective Communications?

### Communications Methods

#### *Dedicated Project Website*

The dedicated webpage will lie within the main domain ([www.kirklandwa.gov](http://www.kirklandwa.gov)). Content uploads will be made by City Parks staff.

All printed materials (e.g. publications, news releases, stakeholder feedback, staff memos) will be posted to the webpage. The page will include the email address of the City Project Manager [Michael Cogle [mcogle@kirklandwa.gov](mailto:mcogle@kirklandwa.gov)].

#### *Meeting Notices and Mailings*

As an appointed citizen advisory body by the City Council, the Park Board will be the lead Commission responsible for guiding the process and ultimately making a recommendation on the

Renovation Plan. The City Council is not required to approve the Renovation Plan but may request a project briefing at their discretion.

Elected and appointed boards offer the ability for public input through:

- Public comment at public meetings and public testimony at public hearings
- Email and mail correspondence directly to members or through city staff

The following table shows the City's notifications for the Council and key advisory boards.

Meeting	When/Where	Notices			
		Electronic Agenda/Package & List Serv	City Online Calendar	City Hall Posting	Other
City Council* (Elected)	Meets 1 <sup>st</sup> & 3 <sup>rd</sup> Tuesday of each month 6 p.m. Study Session 7:30 p.m. Regular Meeting	X	X		Seattle Times newspaper for special meetings only  KGOV & Klife TV channels (Dates/Times/Location)
Park Board	Meets the 2 <sup>nd</sup> Wednesday of each month 7 p.m.	X	X		Seattle Times newspaper for special meetings only  KGOV channel (Static display)

\*Meetings held at City Hall, Council Chamber, 123 5<sup>th</sup> Avenue

## *Neighborhood Association Relations*

The City will conduct an assessment of communications tools offered by the Market Neighborhood Association and will explore ways to further the City's communications through:

- An email notification that associations can forward to their members announcing the project and the city project webpage.

As part of the City's outreach for the project, presentations will be made at association meetings.

## *Press Releases*

City news releases will be drafted and routed to the City's Communications Manager. City news releases are distributed to the following:

- City Council, City Manager's Office and City Public Information Officers
- Posted to the News Room webpage
- Linked from the homepage of the City website
- Typically Tweeted (<https://twitter.com/kirklandgov>)
- Emailed to News Room and Neighborhood news list serv subscribers
- Posted at City Hall, City community centers and libraries
- Emailed to newspapers, local news, community and opinion blogs, Seattle TV and radio stations

## Communications Performance Measures

The following measures will ensure the City is effectively using a broad range of communications and will be evaluated throughout and after the completion of project.

Communications Objectives	Performance Measures
Build credibility and trust among stakeholders and participants.	City materials answered questions completely, accurately, and quickly.
Use non-technical language and simple graphics to explain technical aspects of the project.	City materials presented to the public were reviewed to eliminate overly technical language.
Use a variety of media (website, printed materials, email updates, social media, multi-media) to provide information about the project.	Communication methods other than public meetings were used when appropriate to obtain feedback from stakeholders and participants.
Provide information to those traditionally unreachable in city communications.	Conduct assessment at the onset to identify populations traditionally not engaged in citywide public involvement efforts.
Provide responses to citizen, media, and elected officials in a timely manner.	Project Team members will respond to all inquiries regarding the project within 5-7 business days.